



# ***Spotlight on Redevelopment***

An Online Newsletter of the Long Beach Redevelopment Agency

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## ***Redevelopment Agency Board Meeting Schedule***

### **Upcoming Meetings**

**April 10—Cancelled**  
April 24 at 5:00 p.m.

**City Council Chambers**  
**Long Beach City Hall**  
**333 Ocean Boulevard**  
**Long Beach, CA**

**Agendas for meetings**  
**are available at:**

**[http://www.longbeach.gov/cd/redevelopment/agency\\_agendas.asp](http://www.longbeach.gov/cd/redevelopment/agency_agendas.asp)**

Redevelopment Agency Board Member

## **Vice Chair of Redevelopment Agency Board Committed to Expanding City's Industrial Base**

**Although** Neil McCrabb had never served on a city commission or board before joining the Redevelopment Agency Board in 2003, he knew a thing or two about how the City works. McCrabb, a city employee for more than 20 years, had worked with Long Beach's Public Works Department until his retirement eight years ago.

McCrabb has also been an active participant in Westside Project Area Committee meetings for years, attending with his wife Nancy, whose family has run Cowelco, a steel fabricating company in Long Beach, since 1947.

"I felt my background could be an asset to the Board," said McCrabb. "I felt



**Vice Chair Neil McCrabb**

like I could help get things done."

In the two and a half years McCrabb has served on the Board, he has continually stressed the need to expand Long Beach's industrial base. The

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### **Downtown Long Beach Redevelopment Project Area**

## **Downtown Welcomes Back Joint Farmers Market and Street Fair**

For more than 25 years the Long Beach Farmers Market has been bringing fresh produce and other foods to Downtown Long Beach each Friday, providing nearby office workers and area residents with a great place to have an outdoor lunch or to pick up produce to take home for the weekend. For 15 of

those years, the Farmers Market was held alongside a popular craft fair. Together these two events were called the "Downtown Marketplace" until they were separated roughly a year ago.

Beginning this month, the two weekly events will join together again in a new location, celebrating their Grand Opening as a joint venture. The Downtown Long Beach Farmers Market and Street Fair at CityPlace will now take place each Friday from 10:00 a.m. to 4:00 p.m. along The Promenade from 3<sup>rd</sup> to 5<sup>th</sup> Streets and on 4<sup>th</sup> Street from Pine Avenue to Long Beach Boulevard.

"This has been a long time coming and we couldn't be happier to be joining these two wonderful Downtown events together again," said Dale Whitney, Manager, Harbor Area Farmers' Markets. "Having these events merge together creates an exciting

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### **— Town Hall Meeting —**

### ***Meet the Redevelopment Agency Board!***

**Monday May 1, 2006—6:30 p.m.**

***SAVE THE DATE!!!***

**LOCATION TO BE ANNOUNCED**

**Please join us for the *first*  
Redevelopment Agency Town Hall Meeting**

The Redevelopment Agency Board members will discuss new projects and goals and answer questions from the audience.

***Learn about new projects and make your voice heard!***



## McCrabb Has Long History of Working with Long Beach

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Redevelopment Agency works closely with other City agencies to encourage business development in the city and McCrabb believes that industrial expansion

is the key to creating jobs for kids coming out of high school.

"We need more industry in Long Beach," said McCrabb. "Not everyone goes to college and we need jobs right here in Long Beach for kids who want to learn a trade and make a good living."

### Downtown Street Fair

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synergy each Friday as area residents and nearby office workers get ready to start their weekend."

The two events were forced to separate when the high level of downtown development made it hard to find a large enough location. "The CityPlace location is perfect," said Whitney. "Not only is it central to Downtown but there is plenty of parking and it's accessible to public transportation as well."

The Redevelopment Agency of Long Beach has long supported the success of the two events. In 1990 the City gave the Redevelopment Agency a license to allow the use of The Promenade for the Downtown Farmers Market. The event, sponsored by the South Coast Interfaith Council, was extremely popular and has grown into an enjoyable destination each week. The Street Fair component was added in 1991.

"This is a great addition to CityPlace and Downtown in general," said Patrick West, Director of Community Development. "These events draw thousands of people each week and create a wonderful sense of community. It's a great place to spend an afternoon and to appreciate the energy of our diverse and exciting Downtown."

Each week the Downtown Long Beach Farmers Market and Street Fair at CityPlace will include fresh produce, food booths, entertainment, arts and crafts and other items from area retailers. Parking is available at the CityPlace parking structure and two hours are free with validation.

One of the obstacles to expanding the city's industrial base, McCrabb believes, is the perception outside of Long Beach that the city is not business-friendly, although he believes that perception is finally starting to change. "Over the years businesses found the City of Long Beach hard to work with and just went elsewhere," said McCrabb. "But that is changing thanks to efforts at City Hall to streamline the development and building process."

The Redevelopment Agency is also making strides in working with the public, according to McCrabb, though there is still work to be done. "We need to continue to do education and outreach," he said. "We need to let people know what redevelopment is and what we can and cannot do. And we need to strengthen people's understanding that redevelopment is a good thing and something that helps improve everyone's quality of life."

### Definition of the Month

***Each month, SPOTLIGHT ON REDEVELOPMENT will define a term that is used regularly in the redevelopment process.***

#### Relocation —

In the redevelopment process, the term relocation is used to describe the displacement of a business or family for the purpose of clearing land and preparing it for its designated use.

Generally, when it is necessary for a redevelopment agency to relocate a business or resident, the redevelopment agency helps them find a new location, provides funding to help cover moving costs, and pays for other costs as provided by law.

***"Spotlight on Redevelopment" is an online publication of the Redevelopment Agency and is posted each month at <http://rda.longbeach.gov>.***

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